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# WHOLESALE TRADE-LIST

A. N. PIERSON, Inc.  
CROMWELL, CONN.

1924



## SPECIALTIES

Chrysanthemums  
Greenhouse Roses  
Bedding Plants

TEMPLAR ROSE  
See description on page 3

# TERMS OF SALE

THIS LIST CANCELS ALL PREVIOUS QUOTATIONS

This is a Wholesale Catalogue and we do not solicit orders at these prices from parties not in the trade. We issue a Retail Catalogue, a copy of which will be sent upon application. In it we include a list of our nursery stock. On articles listed in the Retail Catalogue, but not in the Wholesale Catalogue, the discount is 25 per cent.

**Printed Stationery.** Use printed stationery to protect yourself from being confused with retail buyers, or state clearly why you should be entitled to buy at wholesale prices.

**Terms.** Cash, unless special arrangements are made for credit. Bills for plants are payable 30 days from date of shipment where credit has been allowed. If unpaid, interest will be charged at  $\frac{1}{2}$  per cent per month.

**Parcel Post Shipments.** We ship rooted cuttings by parcel post on orders calling for small quantities, until May 1, after which date we use slatted crates which are necessary in order to prevent heating and loss in transit. These must be shipped by express.

**Cash Discounts.** We do not allow cash discounts, but on prepaid orders we do not charge for packing, the cash discount formerly allowed being approximately the amount added to charge orders for packing.

**Non-Warranty.** We endeavor to keep varieties true to name, but do not guarantee this, nor do we in any way guarantee the success of the grower purchasing the stock offered in this Catalogue. In the event of stock not being true to name, our liability is limited to the invoice value at time of shipment.

## PARCEL POST CHARGES

On all charge orders, the actual parcel post cost will be added to the invoice. Paid orders will be shipped by express unless the remittance includes postage at the following estimated rates:

Rooted Cuttings, east of the Mississippi River: 100 or less, 10 cents; for each additional 100, 5 cents. West of Mississippi River: 100 or less, 20 cents; for each additional 100, 10 cents.

All plants from pots in any quantity will be shipped by express. If desired by parcel post, we can remove the soil and pack lightly. This we advise in the case of small lots of new Chrysanthemums, especially where the customer wishes larger and better than rooted cuttings and wants to keep the expense down to the minimum. We do not guarantee safe delivery of anything. If you wish your parcel post shipment insured, we will insure it at your expense at the following rates which must be included in your remittance:

Value up to	\$5.00.....	\$0 03	} plus regular postage
Value up to	25.00.....	05	
Value up to	50.00.....	10	
Value up to	100.00.....	25	

We deliver to a common carrier in good condition. We do not guarantee safe arrival; your claim for damage is against the carrier.

**Packing Charges.** A charge for packing is made on all plants or cuttings shipped by express or parcel post. We do not charge for either boxes or packing on orders which are prepaid in full.

## PACKING CHARGES

Rooted Cuttings: 300 or less, 30 cts.; over 300, 5 cts. per 100 additional.

Plants from  $2\frac{1}{4}$ -inch pots: Minimum charge up to 100 plants, 50 cts.; over 100, 40 cts. per 100.

Plants from 3-inch pots: Minimum charge, 50 cts.; 50 or more plants, \$1 per 100.

Plants from 4-inch pots: Minimum charge, 50 cts.; 50 or more plants, \$1.50 per 100.

## For Grafted Roses

Plants from  $2\frac{1}{4}$ -inch pots: Minimum charge, 50 cts.; in quantity, \$1 per 100.

Plants from 3- and 4-inch pots: Minimum charge, 50 cts.; 50 or more plants, \$1.50 per 100.

# TEMPLAR

SEE ILLUSTRATION ON FRONT COVER



EMPLAR is a seedling Rose raised by the Montgomery Company, of Hadley, Mass. The parentage is Premier × a Montgomery seedling. In color, Templar is a clear, even shade of red that does not change to blue or purple as the flower ages. It is a color that holds well at all times and at all seasons. The stem is good. It does not make, as a rule, extra-long grades without pinching, due to the number of flower shoots made, but it does, when pinched, show the Premier characteristic of making long growths above the pinch.

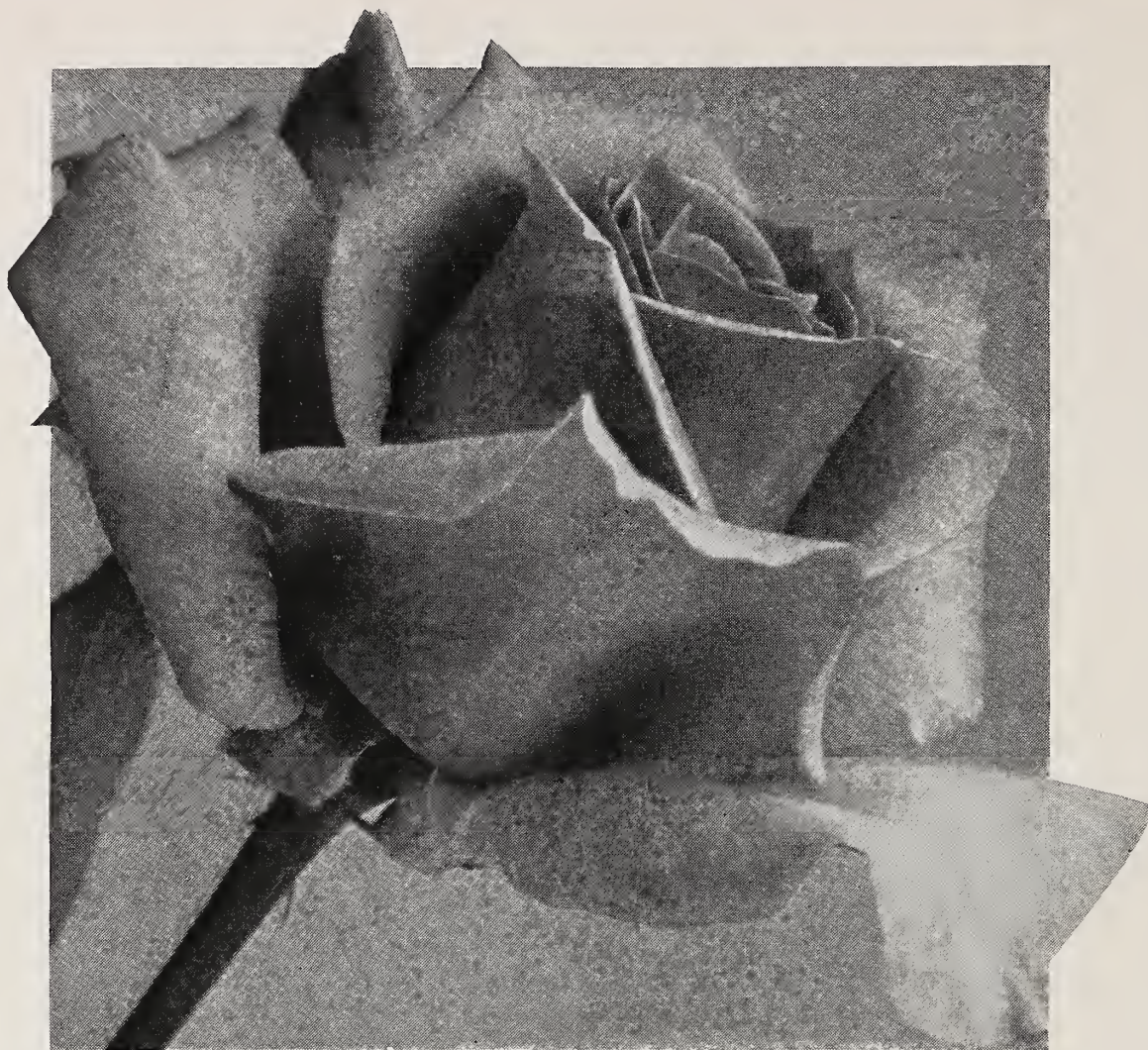
In size, the Rose compares with Mme. Butterfly. The bud is rather short and the flower not as large as some of the big Roses. Thirty-six petals are about the average for the variety. It has petalage enough to give it a salable size in warm weather, and it can be cut close and handled much as Mme. Butterfly is handled, hence the comparison with this well-known Rose.

Templar is wonderfully free-flowering. This ability to grow and to produce in winter is its strongest point. At no time will this Rose stop growing freely. The decision to disseminate Templar was made in January of 1923 because of its wonderful freedom of winter production.

Templar is the most fragrant Rose we know. That is a big asset to any Rose and a red Rose, especially, needs fragrance. Templar has fragrance and lots of it!

We have no desire to misrepresent Templar. We do not wish to convey the impression of a big, sensational, crimson Rose, because it is not such. Templar is a free-flowering, easy-growing red Rose that produces a big cutting of uniformly good, fragrant, salable blooms.

From 2¼-inch pots, 60 cts. each, \$6 per doz., \$45 per 100, \$400 per 1,000



## COMMONWEALTH

**I**N COLOR, Commonwealth may be described as deep pink. It may be compared to Premier, but is several shades darker pink and much brighter in color.

In habit of growth it is strong and vigorous. Commonwealth breaks freely from the bottom and from the hard wood. It makes a big plant—compared with existing greenhouse sorts.

The foliage is hard and leathery. Commonwealth makes good stems of salable length on all breaks from heavy wood without pinching and, on the lighter wood, responds well to the customary method of getting first-quality bloom from short stems. The wood of the plant is somewhat harder than that of many of the commercial sorts and, to maintain production, a few extra degrees of temperature will be required during the short days of winter. Enough blind wood is made by Commonwealth to insure an ample supply of foliage when a heavy crop is being cut. The stems are strong and straight. The neck is stiff and will hold the flower erect. At no season will Commonwealth fail to produce good bloom. While it requires extra heat in December, January, and February, it will amply repay this in quality of bloom and, for the remainder of the year, will cut a quality superior to any in its color.

The blooms are large and nicely formed. The petals are hard and do not bruise easily in shipping. It is a wonderful variety for long-distance shipment, as it may be cut in the bud and will open perfectly in water. It has excellent keeping quality and holds its color well. Commonwealth is an all-season Rose. It is good in winter, and the best Rose we have ever grown in summer.

Grafted plants only are offered.

From 2¼-inch pots, 40 cts. each, \$4.50 per doz., \$35 per 100, \$300 per 1,000  
250 or more at the 1,000 rate



Pilgrim Roses

## GREENHOUSE ROSES

### PILGRIM (Montgomery)

In color, a beautiful shade of bright rose-pink. The bud, which opens perfectly, is long and of ideal form Pilgrim is a Rose of good substance and petalage, and at any stage of development is perfect in color and form of flower. Its pronounced Tea fragrance will attract all Rose-lovers. It is prolific and highly productive of first quality blooms. The stems are straight and strong, and there is no tendency to weaken at the neck. It takes water freely and this quality makes it a good Rose for the private gardener, as it will keep when cut and retain its color and fragrance. It is a wonderful grower, and throws strong bottom canes early, making heavy, profitable plants on the bench in a very short time. It makes little blind wood and is comparatively free from disease. Pilgrim does not demand the extra heat that some require.

Grafted:	Each	Doz.	100	1,000
From 2 1/4-inch pots.....	\$0 35	\$4 00	\$25 00	\$240 00
From 3-inch pots.....	40	4 50	35 00	
From 4-inch pots.....	60	6 00	45 00	

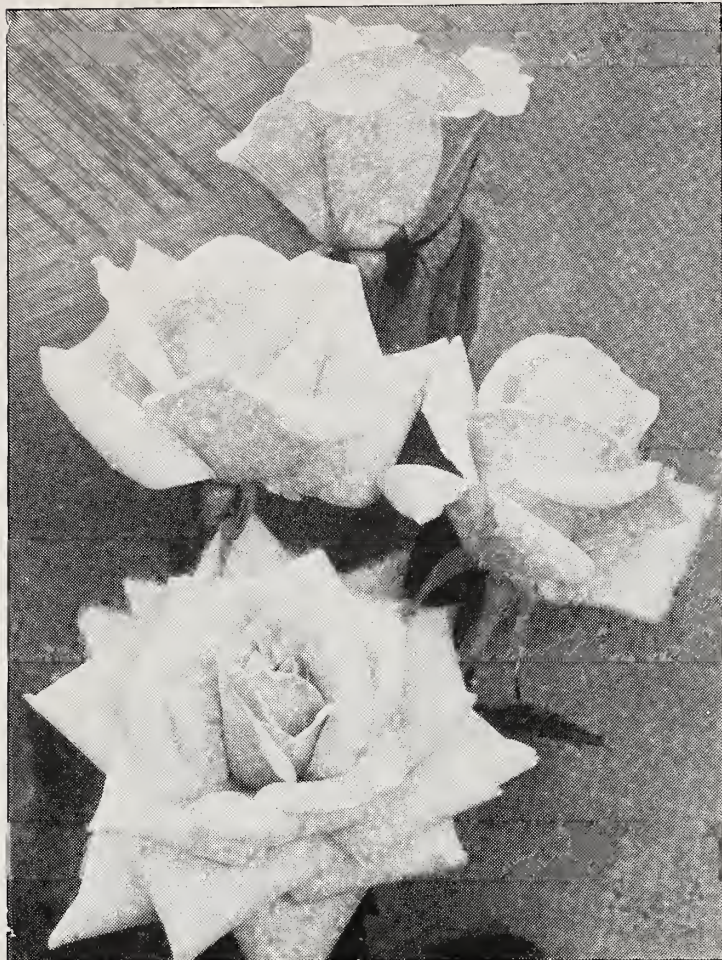
Three or more of a variety at dozen rate, 25 or more at 100 rate, 250 or more at 1,000 rate.

### CRUSADER (Montgomery)

A big, strong-growing variety, robust and rugged in every characteristic. The growth is heavy and the flower-stems are strong and sturdy, producing very little blind wood. It is free-growing and free-flowering, and the blooms are truly characteristic of the variety—big and double, and, in color, a rich, velvety crimson. These large, heavily petaled blooms open perfectly and are amply supported by the strong-necked, heavy flower-growths. Crusader takes water well and will keep up under almost any conditions. The plant is free from canker and does not show any tendency to die at the union of scion and stock. It breaks freely from the hard wood and is a strong-growing, free-flowering red Rose.

Grafted:	Each	Doz.	100	1,000
From 2 1/4-inch pots.....	\$0 35	\$4 00	\$25 00	\$240 00
From 3-inch pots.....	40	4 50	35 00	
From 4-inch pots.....	60	6 00	45 00	

Three or more of a variety at dozen rate, 25 or more at 100 rate, 250 or more at 1,000 rate



Mme. Butterfly. See page 7



Columbia

## GENERAL LIST OF GREENHOUSE ROSES

To be a success under glass, a variety must produce flowers that will be of a pleasing color under both natural and artificial light. It must be productive, for it occupies space that is valuable, and it is to be regretted that the list of greenhouse Roses is limited by these conditions. Of the hundreds of new Roses that are originated, very few become recognized as worthy of being classed among greenhouse varieties.

We have for many years made a practice of holding some stock of the older varieties of greenhouse forcing Roses for those who, for reasons best known to themselves, wish to procure stocks of these almost forgotten Roses. We have been obliged to discontinue many sorts that have been held for this sort of trade to which we have always been pleased to cater. There are some specialty Roses, such as Souvenir de Claudius Pernet, that we do not offer through a general catalogue for many reasons.

This list of greenhouse varieties of forcing Roses, we believe, covers all the sorts commonly grown in quality, and these are, in our opinion, the best Roses in existence.

We grow grafted Roses, for greenhouse planting, in large quantities. This season we shall graft 900,000, which is only a very slight increase over last season. We do not grow own-root Rose plants. With few exceptions, these Roses are better grafted on Manetti stock than when grown on their own roots. Stronger plants, increased production, and flowers of better quality are obtained from the grafted plant. Making a comparison between grafted and own-root Roses, both subjects being selected as fair samples, the grafted plant at once shows a superiority which it maintains.

We can fill your retail orders for Rose plants. We have built for ourselves a reputation for producing the best Rose stock that can be grown. That reputation is ours to maintain. For private work, we advise the use of plants from 3-inch pots, shipped when ready for planting, or at least a month before needed if they are to be repotted into 4-inch pots. When you wish us to repot your order, allow four weeks for the shift from 2¼- to 3-inch pots, and six weeks for the shift from 3- to 4-inch pots. After May 1 we are usually able to fill orders for any varieties listed from 3-inch pots.

Order your Roses now. Have them the size you want them when you are ready for them.

Grafted:	Each	Doz.	100	1,000
From 2¼-inch pots .....	\$0 30	\$3 50	\$25 00	\$220 00
From 3-inch pots .....	40	4 50	30 00	
From 4-inch pots .....	60	6 00	40 00	

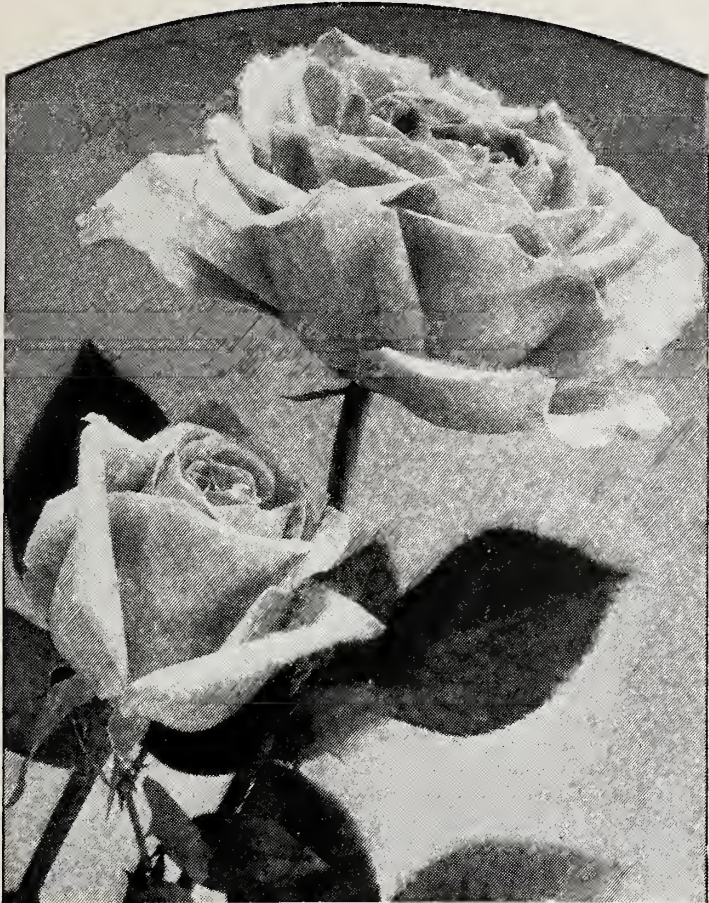
Three or more of a variety at dozen rate, 25 or more at 100 rate, 250 or more at 1,000 rate. Refer to Terms of Sale for packing charges.

**Butterfly.** See Mme. Butterfly.

**Columbia.** A Rose that has become a universal favorite. It is a strong-growing variety, making long, straight stems. It can be handled by pinching to come in crop for a holiday, but does not ordinarily require pinching to produce sufficient stem. Columbia is a Rose to be depended upon at all times. It makes big plants, flowers freely in winter, is a pleasing shade of rose-pink in color, and double enough to make a good shipping and keeping flower, yet opens well at all times.

It is an excellent winter variety and should be grown in every Rose-house.

**Double White Killarney.** The leading and best white Rose ever grown, when quality of bloom is considered. There have been many sports of White Killarney, but this Rose, known as the Budlong strain, has shown superiority to the other sports in every respect, and it is recognized today that Double White Killarney means the Budlong strain. It is pure white, and the flowers are of great substance.



Premier Roses

**Golden Ophelia.** This yellow sort which, by the way, is not a sport but a seedling from Ophelia, has made many friends among both growers and flower-buyers in the last few seasons and is being widely grown when a small yellow sort is needed. It cannot be classed with Souvenir de Claudius Pernet, which is a specialty grower's Rose, but it is an easy sort to grow and one which produces well for the average grower. In color it is a bright yellow, shading to pale yellow at the edge of the petal. The flower is fragrant, not very double, and very pretty when cut in the bud. Vigorous and robust in growth and unusually free in flowering.

**Milady.** The habit of growth is strong and sturdy and the foliage is excellent. The flower is large and double and opens perfectly at all seasons of the year. In color it is similar to Richmond, although richer in color in the bud. This Rose has been grown extensively for a number of years, but the new red Roses of the year will affect the popularity of Milady.

**Mme. Butterfly.** A sport of Ophelia which carries on so many of the excellent qualities of its parent that it is, without doubt, the most widely grown and the most popular Rose of its type. The color is similar to Ophelia—shell- or flesh-pink with the Ophelia shadings deepened and intensified. A real commercial sort, good from the grower's standpoint. A good Rose to ship, a good Rose from the retailer's standpoint, and a popular Rose with the public. In growth Mme. Butterfly is surpassing the parent and this feature alone recommends it to all. Foliage, stem, and flower are all Ophelia—improved and glorified.

**Mrs. Aaron Ward.** A very free-flowering variety which has been a favorite for many years. Indian-yellow in the bud, changing color with the expanding flower, it is valued for its many uses. It is a small Rose, but makes up by freedom of flowering.

**Ophelia.** In color, this is salmon-flesh-pink, shading to yellow at the base of the petals in the partially opened flower—very attractive. The real charm lies in the open flower which is, to the Rose-lover, perfection in form and color. It is of easy habit, grows well, and produces well. It is slightly heavier in flower and plant than Mme. Butterfly, although no more free-flowering. The lighter shade of color and the additional yellow at the base of the petal makes Ophelia preferable to many.



Grafted Rose

**Premier.** This Rose retains its clear shade of rose-pink throughout the season. Premier is widely grown in larger quantities than other greenhouse varieties. It is a free, easy grower, requires considerable pinching to produce long stems, but can be cropped better, perhaps, than any of the other varieties generally grown. It is at its best as a Christmas and midwinter Rose, but is good at all times.



Double White Killarney. See page 6

NEW CHRYSANTHEMUMS



Sungold Chrysanthemum

ADRIAN'S PRIDE  
Smith

By far the best new yellow commercial variety that has been offered in many years. It is as bright a yellow as Marigold, matures November 20 to 30, fully double from buds selected September 30, 4 feet high from June 20 planting. Excellent stem and foliage. Although not incurved, is of a perfect globular form. We have no hesitancy in endorsing this variety for Thanksgiving use or to replace Major Bonnaffon.

	Doz.	100	1,000
Rooted cuttings.....	\$1 50	\$10 00	\$90 00
2¼-inch pots .....	2 00	15 00	

NEW COMMERCIAL VARIETIES

**DECEMBER GLORY.** (Smith.) An excellent commercial variety maturing from December 1 to 10. A seedling from December Gem. The pure white, incurving petals throughout, make it perfectly spherical in form. Flower 6 inches in diameter. Fine stem and foliage. Height 5 feet from June 15 planting. The best white we have produced for late flowering. Secure bud September 30.

**GOLDEN KING.** (Smith.) A beautiful yellow of the finest incurved form, producing massive blooms about the same shade as Adrian's Pride or Sunbeam. Matures November 15 to 25. Excellent stem and foliage. Height 4½ feet.

**ROSA RAISA.** (Smith.) A wonderful light rose-pink of an even shade throughout, with perfect, incurved form. Strong, upright stem with foliage larger than the average. Matures November 15 and can be held for Thanksgiving. One of the very best commercial varieties. Height 4½ feet. Select bud September 20.

Prices of above 3 varieties	Doz.	100	1,000
Rooted cuttings.....	\$2 00	\$15 00	\$140 00
2¼-inch pots.....	2 50	18 00	

**SUNGOLD.** (Smith.) An intense yellow rivaling Marigold in color and maturing December 1 and later. Brightest late yellow we have ever offered. Later than Adrian's Pride. Height 4½ feet. Will mature a big, fine flower from late planting as well as exceptional flower when planted early. Select bud September 30 and later.

	Doz.	100	1,000
Rooted cuttings.....	\$3 00	\$20 00	\$180 00
2¼-inch pots.....	3 50	25 00	

CHOICE GENERAL-PURPOSE  
VARIETIES

We grow Chrysanthemums for the cut-flower market and we grow a lot of them. We buy the new ones and give them a chance to show merit, but we do not aim to keep in this list a variety that cannot be grown well by the average grower. If a variety needs special treatment or nursing to make it produce blooms that will sell, we don't grow it. We have not kept in this list those varieties which cannot be finished well with average treatment, and it is from this list that the customer with the small greenhouse, who wishes bloom for personal pleasure, should make his selection of the large-flowered sorts. This applies not only to the New General-Purpose Varieties but to the following General-Purpose List:

Rooted cuttings, 75 cts. per doz., \$5 per 100, \$45 per 1,000; from 2¼-inch pots, \$1 per doz., \$7 per 100, \$60 per 1,000.

**Chadwick Supreme.** Color similar to Pacific Supreme; reflexed bloom. A sport of W. H. Chadwick. In bloom from November 20 to December 1.

**December Beauty.** A massive incurved Japanese much the same in form as well-grown Jeanne Nonin. Growth vigorous yet short-jointed, attaining 3½ feet from June 20 planting. Fully developed December 10 to 15 and the supply continues until Christmas and after from the later buds. White with light pink shading which is more pronounced at the center of the blooms. They may be planted the second or third week of



New Chrysanthemum, Adrian's Pride

## GENERAL-PURPOSE CHRYSANTHEMUMS continued

July and grown natural, selecting the late bud, which appears in September, or when planted in June, stop August 10 to 25, allowing one or more breaks to continue. This will give buds September 30 to October 10 and flowers December 10 to 30. This variety is so double on the late buds that any attempt to secure them prior to late September will result in malformed flowers. By far the largest and finest December-flowering variety.

**Golden Chadwick.** When high-class blooms are the object, this variety reigns supreme. Its rich yellow color, combined with the good characteristics of the Chadwicks, places it as one of the best late yellows.

**Indian Summer.** In color, the groundwork is yellow, but into this are blended the terra-cotta and salmon shades, with a tinge of bronze. The color of autumn foliage during Indian Summer in a measure describes the coloring. It is a sport of Golden Chadwick.

**W. H. Chadwick.** For the markets that want select stock, this variety stands alone. Slightly pinkish when grown cool, it is even more charming than when pure white.

**White Surprise.** The flower is large, reflexed in type, but close-petaled enough to be a solid flower and the petals are of good substance. These characteristics make a flower that will pack without bruising. White Surprise makes a big flower on a strong, straight stem. It makes well-colored foliage of fair size and comes very evenly on the bench, very few cull flowers being found in large plantings. From buds taken in early September, we had all perfect blooms. The only malformed blooms were from too early bud selection. White Surprise keeps well when cut and the massive white bloom is not any less valuable when slightly tinged with pink, as is the case when it is grown at a low temperature.

## GENERAL-PURPOSE VARIETIES

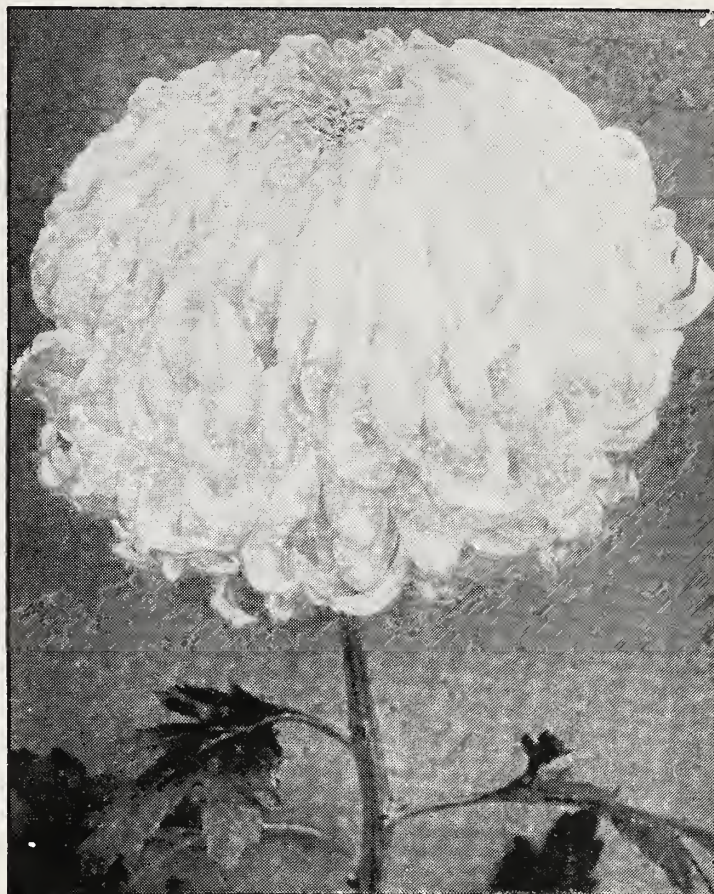
Rooted cuttings, 50c. per doz., \$3.50 per 100, \$30 per 1,000; 2 1/4-inch pots, 75c. per doz., \$5 per 100, \$45 per 1,000.

**Charles Razer.** Pure white, with strong stem; foliage as handsome as Eaton. Flowers much like Major Bonnaillon in form, but larger. Blooming date, November 1.

**Chieftain.** Deep, clear pink; incurved in type on the order of Major Bonnaillon. A very fine midseason pink variety and a good companion to Major Bonnaillon and Charles Razer.



White Surprise



December Beauty. See page 8

**Golden Glow.** Owing to the ease with which this variety can be brought into late bloom at a desired date, it has become very popular. Clear yellow in color.

**Oconto.** A white Japanese incurved of large size, with strong, rigid stem and perfect foliage. Blooming date, October 15. Height, 4 feet. Best bud, August 30.

**Rose Perfection.** Very similar to Chieftain, from which it is a seedling. Better in color by being a trifle brighter and with us a week earlier. "An early Chieftain" describes it. It is an easy variety to handle and does well under ordinary treatment.

**Sun Glow.** An early, bright yellow of the Major Bonnaillon type, maturing October 25. Exceptionally fine stem with the foliage extending to the bloom. Produces an exceedingly high percentage of perfect blooms.

**Unaka.** A strong grower with perfect stem and foliage. A fine incurved bloom of a pleasing shade of pink. Matures the first week in October.

**White Chieftain.** A sport from the well-known pink variety. The first crown buds show a tinge of pink; late buds, pure white. It is ideal in form and one of the best whites for cutting about November 1.

## NEW POMPON CHRYSANTHEMUMS

Rooted cuttings, \$1.50 per doz., \$10 per 100, \$80 per 1,000; from 2 1/4-inch pots, \$2 per doz., \$12 per 100.

**Bronzito.** (Smith.) Very double, perfectly formed flowers with dahlia-like petals which are red within and old-gold on the reverse, the combination producing a bronzy effect. Has wonderful keeping qualities. Height 3 feet. Matures November 15.

**Cora Peck Buhl.** (Smith.) Somewhat resembles Golden Climax in growth and form of flowers. It is deepest in color of all the yellow Pompons and is yellow in any light. For comparison, is brighter than Sun Glow of the large-flowering section. Height 3 1/2 feet. Ready to cut October 25.

**Ermalinda.** (Smith.) Flowers of fine form and very double, old-rose, with silvery sheen which is enhanced under artificial light, 1 3/4 inches in diameter. Strong, upright growth. Height 3 1/2 feet. Matures October 25.



Yuletide Chrysanthemum

**NEW POMPON CHRYSANTHEMUMS, con.**

**El Reno.** (Smith.) Color, golden bronze, similar to that of Adironda but much later, maturing November 25—just right for Thanksgiving. Excellent stem and foliage. Flowers  $1\frac{1}{2}$  to 2 inches in diameter. A seedling from Christmas Gold. Height  $2\frac{1}{2}$  feet.



Louise Davenport

**Irene.** (Smith.) True Pompon type, 1 to  $1\frac{1}{4}$  inches in diameter. Color, pure white, maturing with Uvalda, October 18 to 20. Upright wiry stems. Height 3 feet.

**Yuletide.** (Smith.) The latest and best white Pompon known up to the present. Color, purest paper-white and does not mature until December 5 to 10. A seedling from Christmas Gold but more dwarf in growth, possessing an unusually stiff stem. Height 3 feet from plants benched June 20. In our judgment it is most satisfactory when the center or crown bud is removed and each lateral growth is disbudded, thus producing a spray with five to eight flowers from 2 to  $2\frac{1}{2}$  inches in diameter. This variety is also an excellent pot plant, especially when disbudded, and does not mature until December 10, growing a foot in height above pot. Everyone interested in late Pompons will eventually grow this one.

**NEW POMPON VARIETIES**

These four varieties, offered by us as novelties during the spring of 1922, have proved valuable acquisitions to the list of better cut-flower sorts. We are certain that these varieties, at the reduced price, will be in heavy demand this season.

Rooted cuttings, \$1 per doz., \$6 per 100, \$50 per 1,000

**Louise Davenport.** Button type which is the true Pompon. Rich bronze in color and very floriferous, making full sprays. We have had 32 finished flowers on a single spray. It is a wonderful producer, growing freely and, with ordinary care and spacing, filling the bench with a mass of bloom. A favorite wherever shown. Matures November 10.

**New York.** Coming into flower November 1, this bronze variety has been the most called for of any of the many sorts we have been growing. It is a seedling from Hilda Canning, as are Louise Davenport and Sarah Townsend, and is the first of a wonderful succession of bronze Pompons. With us, it holds in its glory until Louise Davenport comes into flower and takes its place.



Sarah Townsend. See page 11



November Gold

### NEW POMPON CHRYSANTHEMUMS continued

**November Gold.** A strong-stemmed, upright grower of the large-flowered type. Too large to be classed as a true Pompon but perfect in form and a bright golden yellow in color. The best formed flower and the richest colored of all our yellow Pompons. Comes November 5 to 10. Makes from three to five large, strong sprays per plant with usual culture.

**Sarah Townsend.** Golden bronze in color. Lacks the richness in color of New York and Louise Davenport and follows this latter sort in period of blooming. It comes into flower November 20 and holds well until December 1. It is a true Pompon, nicely formed and of good color. Although too late in flowering for the early shows, it may be had for the late exhibitions.

### GENERAL LIST OF POMPON CHRYSANTHEMUMS

Rooted cuttings, 60 cts. per doz., \$3.50 per 100, \$30 per 1,000; from 2 1/4-inch pots, 75 cts. per doz., \$5 per 100, \$45 per 1,000.

**Frank Wilcox.** Golden bronze, coming into bloom late; makes a very fine pot-plant and is excellent for cutting for Thanksgiving, either in sprays or disbudded. Plants tend to overbud in small pots which will be outgrown when planted. This variety has been sold under the name of Souvenir d'Or and Mrs. F. Beu. Matures November 20.

**Golden Climax.** To the general grower, this is the finest of all the yellow Pompons. It is a free, easy grower and can be grown to perfection from early June planting. It has been grown into excellent, salable, cut-flower stock when planted as late as August. It ranks at the top of the list with the general grower. On the order of Quinola, but with foliage that is hard and will not be subject to mildew. Blooms November 10 to 20. Extra-fine variety for cutting in sprays.

**Lorraine Meech.** (A. N. Pierson, Inc.) Distinctly a novelty. We introduce this variety because so many of our customers who have seen it have asked for plants. Color a dull crimson with a golden bronze reverse. The petals curl just enough to show both colors, which gives a very pleasing contrast. When fully open, a small yellow center shows, but this should, nevertheless, be classed as a Pompon. Growth is very good; foliage, dark green right up to the bud. In bloom November 20.

**Mariana.** In this new Pompon we have a welcome addition to the list. Good first-class white Pompons have been needed, as white is very useful in general florist work. Mariana is a large-flowered Pompon. It is a producer of excellent sprays or can be grown well



Lorraine Meech

if disbudded to one flower. The individual flower is large and of excellent form; in habit of growth it is clean and vigorous. It is a Pompon every grower will need. Ready for cutting November 1.

**Pauline Wilcox.** (A. N. Pierson, Inc.) The form of the flower classes it as a decorative variety and it is the ideal decorative type. The habit of the plant and the flower sprays are very desirable. The stems are straight and strong and the flowers hold well apart in the clusters. The color is bronze with red and gold mixed, the tips of the petals being lighter, giving a very pleasing combination. In bloom November 5. It is a gloriously colored variety and there is nothing like it. It is distinct and valuable.

**Western Beauty.** Deep rose-pink in color; flower medium-sized, throwing straight stems which hold the flowers erect. It will follow the variety Fairy Queen and comes as a welcome addition at a time when there are no pink Pompons. It blooms from November 10 to 25.



Mariana



## SINGLE CHRYSANTHEMUMS

No collection of the "Queen of the Autumn" will be complete without the single-flowered varieties. Nearly all of the so-called "singles" have several rows of petals and some of the finest colors of the Chrysanthemum family are exemplified by the single sorts. Our list of these has been cut to meet the requirements of the commercial needs, but here again it is a survival, not alone of the unlike, but also of the best. Grow some singles and you will be forever a lover of the type.

### GENERAL COLLECTION OF SINGLES

Rooted cuttings, 50 cts. per doz., \$3.50 per 100, \$30 per 1,000; from 2¼-inch pots, 75 cts. per doz., \$5 per 100, \$45 per 1,000.

**Dusky Maid.** Deep, rich, golden bronze having several rows of petals. Strong grower, maturing late; in fine shape to cut for Thanksgiving Day.

**Elizabeth McDowell.** (A. N. Pierson, Inc.) This orange-bronze single we believe to be the finest of all the single-flowered seedlings that we have raised. Not only is the color wonderfully fine in daylight, but the richness is greatly enhanced by artificial light. The plant is strong-growing and makes strong stems which carry the flowers well. These are well divided in the clusters. It packs nicely for a single and we class it as the equal of any single-flowered variety in commerce. It is good for exhibition for the high-class storeman and for the grower who retails.

**Golden Mensa.** A yellow sport of Mensa, having all the good qualities of the parent.

**Helen Hubbard.** (A. N. Pierson, Inc.) This is the best crimson decorative we have ever grown. The lower petals are from 2 to 2½ inches in length. The color is a rich, velvety crimson which does not fade.



Elizabeth McDowell

Growth is excellent. There are no other varieties in this color which can compare with it for cutting in sprays. This Harvard crimson is in bloom November 15.

**Mensa.** Pure white single; strong. The finest white variety. Matures November 10 to 15.

**Mrs. E. D. Godfrey.** A lovely shade of light pink; very strong-growing variety. Late blooming, coming for Thanksgiving Day.

**Mrs. W. E. Buckingham.** In color a brilliant shade of rose-pink. One of the finest singles. Matures November 1.

**Peggy Bulkeley.** We consider this variety one of the prettiest in our collection. The color is a soft, yet luminous pink, changing as the flower matures to a delicate mauve-pink. The blooms are large, averaging four rays of petals which recurve gracefully from a golden yellow center. The growth is vigorous and erect, producing large sprays which show the individual flowers to the best possible advantage. An ideal cut-flower or pot-plant variety. Matures November 10 to 15.



Peggy Bulkeley

### QUANTITIES

Three of a variety at dozen rate, 25 at 100 rate, 250 at 1,000 rate. One plant of a variety sold at single plant price, as expense in collecting such orders necessitates their being paid for at single rate, regardless of number purchased.

## ANEMONE CHRYSANTHEMUMS

The Anemone, with its built-up cushion in the center, fringed with several rows of petals, adds to the enjoyment of the Chrysanthemum season by contributing a distinctly different flower to your assortment. While this offering of varieties is small, these sorts are carefully selected and dependable.

### GENERAL LIST OF ANEMONE CHRYSANTHEMUMS

Rooted cuttings, 60 cts. per doz., \$3.50 per 100, \$30 per 1,000; from 2¼-inch pots, 75 cts. per doz., \$5 per 100, \$45 per 1,000.

**Blanche.** The improved Garza. A very attractive flower and a good grower.

**Izola.** Deep cerise-pink in color and ideal in form. Strong in growth and very free-flowering. Ready November 15. The best of the dark-colored varieties.

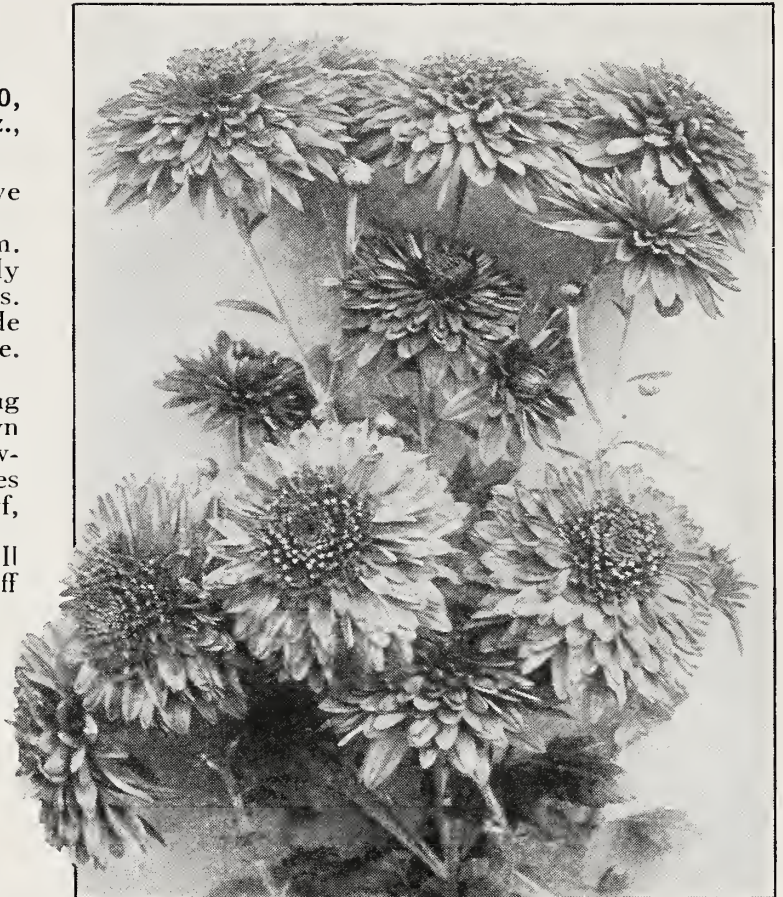
**Pink Lady.** A bright pink Anemone that has made an excellent showing. Medium size and true to type. Strong-stemmed. Flowers for Thanksgiving.

**Sunshine.** A bright, golden yellow, late-flowering variety that has, for the past two seasons, been grown extensively. It is the finest of all the Anemone-flowered varieties with the average grower. It matures late, coming the last of November. Semi-dwarf, strong-stemmed, making a well-formed plant.

**Volunteer.** A very bright golden yellow that will come into flower for Thanksgiving Day. Strong, stiff stems and needs little tying. It will produce a big cut of good market bloom.

### EARLY-FLOWERING CHRYSANTHEMUMS FOR OUTDOOR GROWING

The question of hardiness in the Chrysanthemum family is such that to call these hardy, as we have formerly done, is unfair, because so much depends upon the character of the soil and the drainage. Too much covering in winter has ruined more plants than a cover of any kind has saved. Some firms class these as



Sunshine Chrysanthemum



Blanche Chrysanthemum

Decorative varieties. Several in the list do well indoors, as among the Pompons and Singles there are those which do well outdoors. The varieties listed have larger blooms than the large-flowered Pompons, unless otherwise described.

Rooted cuttings, 60 cts. per doz., \$3.50 per 100, \$30 per 1,000; from 2¼-inch pots, 75 cts. per doz., \$5 per 100, \$45 per 1,000.

**Alice Howell.** A wonderfully rich shade of orange-yellow in color. By far the most attractive of any of the yellow single varieties. It is early flowering and the flowers last well after the early frosts have injured more tender sorts. It is hardy and, for an out-of-door variety, this is the best recommendation. A border of Alice Howell has stood two New England winters without protection and was, this fall, far superior to any planting of Hardy Chrysanthemums that we have ever seen.

**Aquitaine.** Salmon-bronze in color.

**Border Beauty.** Orange-colored petals tipped with gold.

**Bronze Source d'Or.** A deep golden bronze sport.

**Chaldon.** Large flowers, reddish crimson in color with gold tips to the florets.

**Cranfordia.** Large, pure yellow flowers. Tall; rather late.

**Cranford's White.** Large, white flowers; shell-pink when grown in the open. Medium height.

**Eden.** Beautifully formed flowers, rose-pink in color. Medium height.

**Etoile d'Or.** Bright yellow; large flowered. Medium height.

**Excelsior.** Bright golden yellow; large-flowered. Dwarf.

**Framfield White.** Loosely built, pure white; semi-double. One of the earliest to flower.



Mrs. E. D. Godfrey. See page 12



Yellow Normandie Chrysanthemum

## EARLY-FLOWERING CHRYSANTHEMUMS FOR OUTDOOR GROWING, continued

**Glory of Seven Oaks.** Golden yellow; very free-flowering. Dwarf.

**Goacher's Crimson.** Very large flowers; bright crimson in color. Dwarf habit.

**Jack Bannister.** Lemon-yellow, shaded copper.

**L'Argenteuillais.** Deep chestnut in color.

**Maduse.** Terra-cotta-bronze in color; large flowers. Medium height.

**Miss F. Collier.** The best pure white. Medium dwarf.

**Mme. Auguste Nonin.** Large, delicate pink flowers.

**Mrs. Francis Bergen.** White, tinged with pink; semi-double. Medium dwarf.

**Normandie.** Delicate pink; medium dwarf.

**Provence.** Large, bright pink flowers with gold points to petals. Medium height.

**Ruth Cumming.** (A. N. Pierson, Inc.) To those to whom the colors of autumn appeal and who grow Chrysanthemums in the open, this novelty of our own raising will be welcome. We have been raising seedlings from Normandie, which is the finest example of the early-flowering outdoor type, and this reddish bronze, decorative type seedling from Normandie has all the desirable characteristics of an outdoor variety. It has proved hardy in New England.

**Yellow Normandie.** A bronze-yellow sport.

## BEDDING PLANTS

The growing of Bedding Plants is one of our important specialties, and a department is devoted solely to the production of a superior grade of plants for bedding out. No effort is made to present a comprehensive assortment but the varieties offered will, we believe, include all those of recognized merit for summer bedding. March, April, May, and June delivery.

### ACHYRANTHES

These useful foliage plants are each season attaining greater popularity for edging, ribbon effects, and carpet-bedding. They may be sheared to any desired form and are more serviceable than coleus. They are, therefore, better adapted for planting in public or exposed locations. Desirable for planting window-boxes, cemetery vases, etc.

Rooted cuttings, \$1.50 per 100, \$12 per 1,000; from 2¼-inch pots, 75 cts. per doz., \$5 per 100, \$40 per 1,000; 3-inch pots, \$1 per doz., \$7 per 100.

**Brilliantissima.** Light red; very brilliant. Dwarf, compact grower.

**Lindenii.** Clear, dark red foliage. Tall-growing plant.

**Panache de Bailey.** A new and desirable variety of compact growth. Foliage green and yellow, crimson veinings, predominating color yellow. A worthy companion to Brilliantissima.

### AGERATUM (Floss Flower)

Rooted cuttings, \$1.50 per 100, \$12 per 1,000; from 2¼-inch pots, 75 cts. per doz., \$5 per 100, \$40 per 1,000; 3-inch pots, \$1 per doz., \$7 per 100.

**Fraseri.** A splendid variety which flowers freely under conditions that merely produce foliage in older varieties. Color bright blue; semi-dwarf habit, similar to Princess Pauline. Undoubtedly the best variety for bedding.

**Perfection.** A more moderate-growing variety; the deepest blue in color.

**Stella Gurney.** Bright blue; vigorous growth.

### ALOYSIA

**Citriodora** (Lemon Verbena). Well known and valued for the odor of its foliage.

	Doz.	100
From 2¼-inch pots.....	\$0 75	\$5 00
From 3-inch pots..	1 00	8 00

## ALTERNANTHERA

Bright foliage plants of dwarf habit. Used extensively for edging and design bedding.

From 2¼-inch pots, 75 cts. per doz., \$5 per 100, \$40 per 1,000.

**Aurea nana.** Bright yellow foliage; the most compact and the best variety in its color.

**Paronychioides.** A most desirable kind of dwarf habit; orange-red and crimson, shaded green.

## COLEUS

Rooted cuttings, \$1.50 per 100, \$12 per 1,000; 2¼-inch pots, \$3.50 per 100, \$30 per 1,000.

**Anna Pfister.** Bright yellow, marked crimson. Neat and compact in growth; very desirable for dwarf edging or carpet bedding.

**Beckwith's Gem.** Center velvety maroon, bordered with red; the edge is green, changing to creamy yellow at the point of the leaf.

**Duneira.** A magnificent Coleus, standing the sun as well as Verschaffeltii. Color various shades of crimson.

**Firebrand.** Bright maroon.

**Golden Bedder.** Golden yellow; the old original, true to name.

**John Pfister.** Bright crimson, edged with gold. Compact in growth. Companion variety to Anna Pfister.

**Lord Alverstone.** Velvety plum, with yellow, green and pink markings. A handsome combination, and has a constitution that will resist sun-scald and drought.

**Lord Palmerston.** Deep maroon center with dark crimson venation.

**Queen Victoria.** Cardinal-red with golden border.

**Verschaffeltii.** Standard crimson.

## FANCY COLEUS

Rooted cuttings, \$1.50 per 100, \$14 per 1,000; 2¼-inch pots, \$3.50 per 100, \$30 per 1,000, unless noted.

**American Beauty.** Red, green, and yellow.

**Blizzard.** Deep maroon, edged with green.

**Brilliancy.** A combination of red and gold. Rooted cuttings, \$2.50 per 100, \$20 per 1,000; from 2¼-inch pots, \$6 per 100, \$50 per 1,000.

**Defiance.** Bright red with golden yellow border.

**Hurricane.** Light reddish center, mottled with maroon, edge of leaf green.

**Neptune.** Green with mottling of red.

**Prince Edward.** Reddish center, shading deep crimson, edge of leaf green.

**Saboni.** Red, with faint edging of yellow.

**Salvador.** Deep velvety crimson with prominent vermilion center effectively bordered with light green.

## HELIOTROPE

The fragrant Heliotrope is a universal favorite for bedding purposes or for growing in pots. The following varieties are of the heavy-trussed type. We suggest *Centaurea gymnocarpa* as a harmonious border.

From 2¼-inch pots, \$1 per doz., \$6 per 100, \$50 per 1,000; 3-inch pots, \$1.25 per doz., \$8 per 100, \$75 per 1,000.

**Centefleur.** Rich, deep, violet-blue, with white eye; flowers large; free and very vigorous. A very desirable variety.

**La Duse.** A mammoth-flowering kind, bearing enormous, deep blue trusses; very free-flowering. An unusually fine bedding variety.

## PARLOR IVY

A trailing vine, not hardy. Valuable for vase work and window-boxes.

	Doz.	100	1,000
Rooted cuttings.....		\$1 50	\$12 00
2¼-inch pots.....	\$0 75	5 00	40 00
3-inch pots.....	1 00	8 00	75 00

## SALVIA (Scarlet Sage)

This most gorgeous and effective bedding subject is by all means the most conspicuous and useful of the late summer-flowering annuals. It produces its showy, scarlet spikes in the greatest profusion from July until frost and seems to be equally at home whether massed on the lawn, planted in borders, or mixed indiscriminately among shrub groupings.

Rooted cuttings, \$1.50 per 100, \$12 per 1,000; 2¼-inch pots, 75 cts. per doz., \$5 per 100, \$40 per 1,000; 3-inch pots, \$1 per doz., \$7 per 100, \$60 per 1,000.

**America.** A new bedding or pot variety that will supersede Zurich and other dwarf kinds on all-round merit. The growth is vigorous and healthy, but dwarf and compact. It commences flowering early and continues a mass of glowing scarlet until heavy frosts occur. Can also be flowered in pots from Christmas on.

**Bonfire.** A compact variety, growing to a height of about 2 feet. Heavy flower-spikes of brightest scarlet.

**Zurich.** An extremely free-flowering, dwarf variety. The plants commence to bloom early and continue until checked by frost. Very bright scarlet.

## VINCA VARIEGATA (Trailing)

Very valuable for window-boxes, etc. This is the most popular climbing plant with variegated foliage.

	Doz.	100	1,000
2¼-inch pots.....	\$0 75	\$6 00	\$50 00
3-inch pots.....	1 25	10 00	
4-inch, selected.....	3 00	25 00	

**I**N ADDITION to Greenhouse Roses, Chrysanthemums, and Bedding Stock covered in this booklet, we grow many other lines upon which we can quote.

Our stock of Palms, Ferns, and Stove-house Plants is normal. We devote considerable space to these, but the sizes and prices vary so much during the year that we do not include them in this price-list. They are priced separately from time to time.

We have a very fine Nursery of about 50 acres devoted largely to Evergreens. We do not issue a wholesale nursery catalogue, nor do we sell lining-out stock. We confine our sales to the landscape planters and to the greenhouse trade who use Evergreens for tub plants and window-box planting.

We grow about 100,000 outdoor Roses per year. These are offered to our retail trade and we give a discount from our retail prices to the trade on these items.

Our retail catalogue will be mailed upon request.

POPULAR GREENHOUSE PLANTS



Kentia

ASPARAGUS

Seedlings, \$9 per 1,000; from 2¼-inch pots, \$7.50 per 100, \$60 per 1,000; from 3-inch pots, \$10 per 100, \$90 per 1,000; from 4-inch pots, \$25 per 100.

**Plumosus nanus.** We are making a specialty of seedlings and at all times have an abundant supply ready for shipment. These come to you in bundles, packed as rooted cuttings are ordinarily packed. They will be well rooted, all ready for immediate potting.

**Sprengeri.** Excellent for hanging-baskets or for cutting. One of the best plants for window-box use.

POINSETTIAS

We shall grow for July, August, and September the usual quantity of Poinsettias. \$10 per 100, \$90 per 1,000.

ENGLISH IVY

Invaluable evergreen variety, used for covering graves where other plants will not thrive because of shade. Excellent for covering walls, etc.

From 3-inch pots.....\$15 00  
From 4-inch pots.....20 00

GARDENIAS

Our stock of *Gardenia Veitchii*, which is the best forcing variety, has been selected year after year with increased production and the health of the plant in view. Lovers of the *Gardenia* are everywhere, but success with the culture of the plant is a matter of training and experience. Clean, healthy stock for spring delivery.

	Doz.	100	1,000
From 2¼-inch pots.....	\$1 50	\$10 00	\$90 00
From 3-inch pots.....	2 00	15 00	140 00

Refer to Terms of Sale for packing charges.

CYCLAMEN

In the growing of *Cyclamen*, there are several important things to consider. First, the character of the seed; second, the condition of the plant when it reaches shipping size; after that, the finishing depends on the skill of the person caring for it during the summer months when partial shade and an abundance of ventilation are so absolutely necessary. *Cyclamen* must be kept clean from insects to insure success. When finished, it is one of our finest house plants and continues in flower for a great length of time. We have used the best seed obtainable and hope to be able to send out as fine *Cyclamen* as we have previously. Our plants will be shipped in paper pots. Transplanted bed-grown seedlings, assorted varieties, separate colors, \$10 per 100, \$90 per 1,000; from 2¼-inch pots \$2 per doz., \$12 per 100. Refer to Terms of Sale for packing charges.

SPECIMEN PALMS

**Phoenix canariensis.** A valuable Palm for its keeping qualities.  
12-in. tubs, 4 to 4½ ft. high.....\$12 50  
12-in. tubs, 4½ to 5 ft. high (bushy)..... 15 00

**Phoenix Roebelenii.**  
11-in. tubs.....\$12.50 and 15 00

**Kentia Belmoreana.** Clean home-grown stock  
3-in. pots.....\$35 per 100..  
4-in. pots.....\$9 per doz...  
5-in. pots (18 to 24 in. high)..... 1 50  
6-in. pots (24 to 30 in. high)..... 3 00  
7-in. pots (30 to 34 in. high)..... 4 00

**Kentia Belmoreana.** Made-up plants.  
7-in. pots (30 to 34 in. high)..... 6 00  
7-in. pots (34 to 38 in. high)..... 7 50  
8-in. tubs, ready May 1 (4 to 4½ ft. high)..  
10-in. tubs, ready April, (5½ to 6 ft. high)  
bushy..... 25 00

**Latania borbonica.** (Good values.)  
8-inch pots.....\$4 to 5 00

**Areca lutescens.** Fine bushy stock.  
8-in. pots, bushy (3½ to 4½ ft. high).\$7.50 and 10 00

A. N. PIERSON, INC.  
CROMWELL, CONN.